



Navigating the New Vision of Health Care

4th Annual Consumer Advocacy Symposium

Linking HMOs and Communities

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Community Benefit is central to Kaiser Permanente's social mission

- Kaiser Permanente exists to provide affordable, high-quality health care services to improve the health of our members and the communities we serve.
- Allows us to engage the people of Kaiser Permanente, our members, and the public.



PORTFOLIO

The breadth and depth of our portfolio

- Our Community Benefit portfolio encompasses nearly 40 programs
- In 2006, we dedicated \$302 million to Community Benefit in Southern California
- It is Community Need Based and Partnership Driven



FOCUS

Our core areas of focus:

- Care and Coverage for Low-Income People
- Developing and Sharing Knowledge and Training
- Healthy Eating Active Living Community Health Improvement
- Safety Net Partnerships



Care and Coverage for Low-Income People

- Subsidized care for Medi-Cal and Healthy Families Kaiser Permanente members
- Subsidized premiums for low-cost Kaiser Permanente programs - Child Health Plan and STEPS
- Connect families with market low cost health care coverage
- Charity Care



Developing and Sharing Knowledge and Training

- Graduate Medical Education
- Research and Evaluation
- Health Education and Promotion
- KP School of Anesthesia
for Nurses
- Nurses and Allied Health
Providers Education and Support



We are developing and sharing research and knowledge

- Enhance access to healthcare
- Reduce disparities
- Educate, empower, and inform



Community Initiatives

- African American Family Health Video
- Escoge La Salud Video
- Enterate – Health Vignettes
- Tavis Smiley Road to Health



The Watts Counseling and Learning Center



Services include:

- Adopt-A-School
- Child development programs
- Counseling services
- Educational therapy
- Helpful Hints community handouts
- "Kids Can Cope" for families facing cancer
- Personal development groups
- Scholastic Assessment Test preparation
- Summer day camp
- Scholarship program
- Youth Work Preparation Certificate Program

Community Health Improvement Healthy Eating Active Living (HEAL)

- Commitment to reduce obesity and co-morbidities (Diabetes)
- Improve access to healthy food and physical activity
- Create positive and sustainable policy and built environmental change



HEAL

Healthy Eating Active Living (HEAL) Helps Overweight Children and Adults

MEDICAL OFFICE VISIT INTERVENTIONS

- BMI Screening
- Physician Counseling
- Patient Education Materials
- Referral and Follow-Up

WEIGHT MANAGEMENT INTERVENTIONS

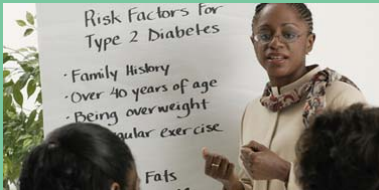
- Individual Counseling
- Group Programs
- Intensive Programs
- Internet Resources

ENVIRONMENTAL CHANGES

- School Programs
- Work Site Programs
- Community Programs
- Legislation & Partnerships

HEAL

Healthy Eating Active Living (HEAL) in Southern California



- Healthy Eating, Active Communities



- Community Partnerships: worksites, health care, schools



- Stimulating activity

HEAC Partnership with CA Endowment
Financial support Trainings by KP health professionals
KP health education

SCAL HEAL Grants:
22 grantees, nearly \$1 million

Operation Splash with City of Los Angeles

Subsidized swim lessons, extended pool season, supplies

Healthy Eating, Active Communities – What Change Looks Like

- Promotoras (community health workers) trained in nutrition and physical activity
- Blacks in Nutrition and Dietetics (BIND) targets African American churches in South LA with health education
- City of Chula Vista adopts 100% Healthy Vending and breastfeeding accommodations at city facilities
- Baldwin Park launches community resource directory for the San Gabriel Valley: EatWellLiveBetter.org
- Improved “walkability” efforts in Chula Vista, Baldwin Park
- Community rallies for more park space in Santa Ana
- Schools get help implementing new USDA required School Wellness policies

Community Health Improvement Education Theatre Programs

- Creatively communicates vision of total health
- Supports youth in making healthy choices
- Reach: More than 220,000 youth and adults annually
- Over 1,100 performances



Safety Net Partnerships Access to Care for the Uninsured

- Partnerships with community clinics, public hospitals and homeless providers
- Establish a medical home for preventive and primary care
- Expand diagnostic, specialty and nursing care services (i.e. recuperative care)



Grants Program Local and Regional

- Partnership Driven
- Community Needs-Based
 - Access to Health Care and Services
 - Community Health Improvement
 - Public Policy and Civic Engagement
 - Professional and Consumer Health Education



PARTNER

Grants Program

We are building partnerships with Safety Net providers to:

- Expand access to care
- Improve the quality of care
- Reduce disparities
- Develop policy and advocacy capacity
- Collaborate with one another

GRANTS

- California Center for Public Health Advocacy
- California Food Policy Advocates
- The Center for Food and Justice
- Public Health Law Program
- The Trust for Public Lands
- Vision Y Compromiso
- California Medical Association – The Physicians for Healthy Communities Initiatives
- CA Primary Care Association
- California Association of Public Hospitals

COVERAGE

Advocacy

Grants to:

- California Women's Law Center
- California Center for Research on Women and Families
- COPE Health Solutions
- Los Angeles Center for Law and Justice
- Mexican American Legal Defense and Education Fund
- Asian Pacific American Legal Center
- California Black Women's Health Project

ENDING

- Individual health is closely linked to community health -- the health of the community in which people live, work, and play. Likewise, community health is profoundly affected by the collective beliefs, attitudes, and behaviors of everyone who lives in the community. --- *Healthy People 2010: Understanding and Improving Health*

